

## Growing Strong Since 1934...

The Flaim Family is now in their fourth generation, family owned and operated. Flaim Farms is celebrating almost 80 years of growing and shipping quality produce. The company was founded in 1934, by Anthony and Catherine Flaim, in Vineland, New Jersey where this section of the city was still known as New Italy.

Their son, Robert Flaim, Sr. and his wife Loretta took over the farm and carried on the operation until the torch was passed to Anthony's grandsons, Robert Flaim Jr. and Kevin Flaim. They currently run the day to day operations of the farm, which grows on approximately 400 acres, with the help of fourth generation member, Robert Flaim Jr.'s son, Ryan Flaim. In 2007, R&R Flaim Next Generation Produce was formed as a means to sell and ship the family's produce directly to its chain store, wholesale, and retail customers located in the northeast, southeast, and central states.

In the spring, Flaim Farms grows romaine, red leaf, green leaf, boston, endive and escarole lettuces. A full line of assorted herbs, kale, chards, beets, dandelion, and cabbage are also harvested. The summer crops, which continue until first frost, include all varieties of eggplant, zucchini, tomatoes and peppers. In the fall, the spring commodities are repeated, as well as the addition

of fennel and radicchio. Leeks, one of their main commodities are shipped from spring through early January.

Under the direction of Kevin Flaim, the firm started its own line of frozen and breaded eggplant cutlets and fries, utilizing its own Jersey Fresh "Panther Brand" eggplants. The line, which has a shelf life of 18-24 months, was well received. Therefore, there has been an addition of frozen and breaded zucchini coins and fries. These products are available year-round in retail and institutional packs throughout New Jersey and other Northeastern states.

The Flaim Family is committed to carrying on the almost 80 year tradition of producing and marketing a safe product through good agricultural and handling practices that focus on principles of food safety and quality. They have always and will continue to practice, meet and exceed all necessary requirements so that there is no immediate safety risk of contamination present in areas where vegetables are grown, processed and packed. They are fully food safety audited and continually advancing their certifications. In addition, the Flaim Family strives to provide 24 hour, 7 day personalized service to all



their customers. This service is based on the mutual integrity, honesty, and respect upon which the firm was founded.

In 2012, Flaim Farms was presented the Patrick Mullen Award by the New Jersey Department of Agriculture for excellence in consistent fresh quality and grading. In 2011, Ryan Flaim, fourth generation member, was a recipient of the "Forty under Forty" award which recognizes young and smart leaders on the rise throughout the produce industry. Ryan considers his grandfather, Robert Flaim, Sr., and his father, Robert Flaim, Jr., his mentors. At the time of his award presentation, he was quoted as saying, "they taught me everything that I know about work ethics, and raising, packing and selling produce."

